

**CITY OF SURPRISE
ARTS AND CULTURAL ADVISORY BOARD**

Meeting Minutes

October 3, 2011 / 6:00 PM

**COMMUNITY & RECREATION SERVICES
15960 NORTH BULLARD AVENUE
SURPRISE, ARIZONA 85374**

CALL TO ORDER: 6:04pm

- A. Roll Call
Sandra Staehle (Chair), Kathie Morgan (Vice Chair), Loretta Warner, Margaret Lieu, Fred Ramsay, ellise hayden, Susan DeJong, Julie Richards (absent)
Guests – Connie Whitlock
- B. Pledge of Allegiance
- C. Current Events Reports – S. Staehle reported that prior to her being appointed as Chair one year ago, there was an Arts & Cultural Advisory Board who concentrated primarily on public art. That concentration lead to total chaos and lack of direction when funding was taken away. There was no focus, no agendas, and the Board was dysfunctional in terms of relationships with each other and with City staff. There were a series of months where meetings were cancelled. The City's senior staff looked at eliminating this board in its entirety. S. Staehle highlighted the following events which have taken place since she became Chair, one year ago:
- Regularly meet with city staff, in person, phone or via e-mail correspondence, to build relationships and set regular agendas
 - Had meetings with Mark Coronado to establish relationship and let him know what this board is all about and where it wants to go
 - Differences with city staff can now be aired at the meetings without tension
 - Arranged several times for City Attorney to bring their representative to these meetings to address administrative and personnel issues (prior elections, open meeting laws)
 - 4 new members were appointed by council
 - No meetings cancelled for lack of agenda
 - Help and support solicited from a number of City councilmembers, as did other Board members
 - Councilmembers have attended a number of meetings over the past year
 - Put together budget approved by council
 - Board wrote strategic plan (outside of regularly scheduled meetings) approved by council
 - Got process to hang art at City Hall
 - Mayor indicated that he wanted to make an event around the hanging of the art once he saw what the Board was doing
 - Participated in the information exchange breakfast forums with other cities in the West Valley

- Board supported Connie Whitlock and WHAM in terms of getting a grant from the Tourism Board
- e. hayden and M. Lieu helped on working with above mentioned grant and 501c3 process
- Changes made regarding municipal code left Board with only 1 ex officio. S. Staehle has been working the council for them to consider adding a second ex officio from the Dysart School District, S. DeJong has made contact with the school district as well
- S. Staehle requested a training program for board members (there is going to be a workshop in October regarding operating guidelines for boards and consistency in processes)
- Working with City on Second Sundays and have been invited to participate in the Surprise Party
- Had two meetings with City Manager Hillman to explain who we are, what we do, and the areas in which we need help (S. Staehle's plan to continue to meet with him twice a year moving forward)

S. Staehle thanked everyone who has stepped up and has been involved in having a dynamic year for this board. There is still a lot of work to do but everyone here should be really happy with the progress.

S. Staehle reported that the Met HD is starting back up at the AMC Theaters at Westgate so check MetHD online which will advertise what operas will be featured this year.

S. DeJong reported there will be an opera performance of 3 Tenors at Sun City West on October 18th at 7:00 p.m. S. DeJong attended a planning meeting at Benevilla on Monday, September 26th working with the Farmers Market committee. S. DeJong attended the council meeting where the 5 year plan was approved. She spoke with Cindy Miller to come and represent the Board of Education.

e. hayden reported last Friday Adelante Healthcare Gallery Avondale was hung thanks to WHAM. Adelante's first corporate gallery was opened and will have an opening. There will also be a gallery at the Adelante Wickenburg site and at the large facility at Reems and Bell. There will be a gallery opening on December 16th at Adelante Healthcare Surprise. e. hayden also reported that she is a house captain for the Second Annual West Valley Home Art & Studio Tour. Connie Whitlock reported that tickets for this event are \$25.00.

F. Ramsay attended both the Council workshop and approval meetings.

M. Lieu attended Council meeting to see the adoption of our strategic plan.

L. Warner attended both the Council workshop and approval meetings.

K. Morgan stated she is impressed with the initiative to think through the process of formulating some dollars that would allow action to be more than just a strategic plan. This board was some calculated risk takers and it should use that to encourage us to be

more assertive and comfortable in doing so moving forward. She noted that it was her belief that Surprise was the next group to host the quarterly meeting and then Peoria. There has been no meeting. e. hayden reported that in a conversation with the Chair of Goodyear's board she learned that they intend to host the next quarterly meeting breakfast.

- D. Staff reports – T. Combs introduced and welcomed Heather Donaldson and advised that she will be helping out with Boards and Commissions and will be attending all Arts Board Meetings moving forward. T. Combs went through the task list item by item with the Board. She advised that we will need to develop a process regarding the hanging system. T. Combs reminded the Board that we are partnering with WHAM for the Ring of Fire Beer Festival taking place this weekend which will have an art demonstration and exhibit. She encouraged everyone to attend and informed it will take place on Saturday from 12:00-6:00 p.m.

CALL TO THE PUBLIC:

Councilmember Biundo reported that he felt it appropriate he abstain from voting on the strategic plan since his name was on it. He advised that council truly appreciated the leadership and initiative that this Board took which omitted any questioning about the funds and he applauded the groundwork. He stated that he will set a date for Council Talk as soon as the Board supplies him with the names of two individuals who would like to be involved. Once he receives that information he will schedule a date with Ken Lynch who will need some lead time prior to the show. He will also need to have a pre-meeting with those two individuals and Ken Lynch to prepare for the show. He advised that Councilman Woodard and he are convinced that the entire boards and commissions topic of the City needs some thorough review. Questions need to be answered and reaffirmations made which will be addressed at the October 18th workshop. They will be discussing what the role is of staff and council vis-a-vis boards and commissions, and whether or not they should appoint a specific councilmember as a liaison to a specific board and commission. They need to answer the question, are the current boards and commissions meeting the current needs of the council. They will also be addressing how we better establish a pool of candidates for boards and commissions and will discuss a more frequent and systematic reporting system between the boards and commissions and council. They also want to address the board training process. He has a private entity willing to fund a full board training session for all boards and commissions. He encouraged the board to send any thoughts regarding what he has spoke about to either him or councilmember Woodard or attend the October 18th workshop at 4:00 p.m.

e. hayden and S. Staehle were identified as the two representatives from this Board to take part in Council Talk.

CONSENT AGENDA

- E. Approval of items on the Consent Agenda

No items were identified as consent agenda items.

REGULAR AGENDA ITEMS – NON PUBLIC HEARING

Item 1 – CITYWIDE – Consideration and action to approve the minutes of the September 19, 2011 regular meeting.

Motion to approve minutes – e. hayden, 2nd by L. Warner. None opposed

Item 2 – CITYWIDE – Update on the WHAM Arts Festival

Connie Whitlock of WHAM reported that the Arts Festival will take place March 31st and April 1st. She distributed a prospectus to the Board and staff, and reported she has to get a call to the artists and non-artist vendors out. This will be a juried art show which is designed to bring in local artists and local small businesses. There will be 100 booths at a site behind the library, around the lake and by the tennis courts with a stage for performing arts. There will be an option for residents to participate in a mural design. It is anticipated that there will be 100 people that would be willing to pay \$10.00 to purchase a tile with their name on it and handprint in it to create the mural and it would later be placed in a city park, facility, etc. WHAM will be going to the Dysart School District trying to get a K-12 student art exhibit. C. Whitlock asked S. DeJong if she could possibly give her an update regarding her meeting with Connie Ferguson of the Dysart School District. Art demonstrations will be taking place at the festival. There will be hands on art, art for sale, music, art exhibits and more at the festival. C. Whitlock advised that she anticipates that the Arts & Cultural Board can help with this event by jurying the artists, siting the festival, helping to advertise for the festival and obtaining sponsors for the event.

C. Whitlock reported WHAM wants to collaborate with the City and all different entities having to do with art in Surprise. They are hoping to get the use of a building in early 2012, where they can give classes at reduced costs as many of their artists are educators. They have applied for their 501c3 and should hear if they get it in 90 days.

S. Staehle suggested to C. Whitlock and the Board that this festival be used as one of the two events approved by Council wherein they would select up to five pieces of art to purchase for the City's permanent collection. C. Whitlock responded that many artists may not be able to complete their artwork in one or two days for the Board to be able to purchase. L. Warner advised that not every artist works in a way or a medium that lends itself to being able to complete a project in a weekend at the event. K. Morgan thought that executing S. Staehle's idea will be difficult. L. Warner suggested we still use this event as one of the two Council approved events S. Staehle proposed, however have the artists show up with completed artwork for the board to review. S. Staehle said that L. Warner's proposal was not what was approved by Council. e. hayden suggested that artists bring incomplete products to festival and complete them there. C. Whitlock responded that it would still be difficult for all different artist mediums to participate.

S. Staehle suggested we table this discussion for December's meeting due to time constraints.

Item 3 – CITYWIDE – Discussion regarding the grant application process.

T. Combs advised at last meeting Board did approve grant process but not application. She compared the grant process, examples from Peoria, Scottsdale, etc. and incorporated them into the proposed grant application provided to the Board. She also tried to mimic the Tourism Board

application as Council is familiar with it and likes it. She reported that we are on a tight timeline since the Board requested to have this application posted in the next week or two as they want all applications ready to review by the next meeting on November 7, 2011. She asked if they have any recommendations for the application, otherwise she planned on posting it next week.

M. Lieu stated that in number two of the eligibility section there was a previously requested change that was not made. "If they are open to" in the second sentence should be changed to "if the proposed project." In the Qualifying Categories section, second bullet point, a maximum of \$3,000.00 should be added. L. Warner advised that in the Qualifying Categories section, first bullet point, \$2,000.00 in last sentence should be changed to \$3,000.00 pursuant to the budget that went to Council.

e. hayden advised that in number nine under the Grant Funds section the fact that it states this is a grant is incorrect, it is truly an expense reimbursement program. S. Staehle stated that in the past the City required any organization or individual to expend their own money and then they were reimbursed after the fact. e. hayden said that number nine is not clear and needs clarification about what we are doing. Is it a grants program or expense reimbursement program? T. Combs asked if we should delete paragraph 9. More clarification is needed.

S. Staehle said she has a fundamental problem having both a General Operating Support Grant and Project Grant on one application based on what the board presented to the City Council. She recommended they really need to be made into two separate applications. At this point it is more important to get out the application for the Project Grant as there is a lot more entailed with it, and work on the General Operating Support Grant should occur separately.

S. Staehle reported that the Board said in the budget that went to council, project grants and/or public art, but for public art we wanted to keep it broad as there was no other funding available. For this next application process we are not asking for public art so when this application is posted it needs to be made clear in the directions that no public art is being commissioned and no applications for public art will be accepted.

L. Warner stated that the application, as it is now, is not simple and needs be made simple and distinguishable between the two separate proposed applications. T. Combs suggested keeping the application as detailed as possible. L. Warner pointed out that some of the directions are unclear/incorrect and need to be revised.

M. Lieu suggested that it might be easier to understand if the questions are laid out and then there is a field directly after them for the applicant to respond. T. Combs advised that this form online will be unable to be populated. It will need to be printed out and completed. e. hayden suggested this be in a Word document so the applicant can revise, complete and save it. M. Lieu suggested solid checklists. e. hayden stated that if there is a question which must be answered but is not, the applicants application will be rejected. S. Staehle reminded the Board that they have worked with people in the past regarding their applications as there have been years when not very many applications were received. e. hayden suggested possible training for applicants on how to complete the grant application. S. DeJong suggested putting a star next to the required information to be filled out. K. Morgan stated that we need to simplify the application so that it leaves very little room for error. M. Lieu stated the application is close at this point but needs some more work. K. Morgan stated we want the best applicants to want to bring their work to us so we need a more user-friendly application. T. Combs proposed a checklist with the supporting documentation for each checked item directly behind it in order.

T. Combs asked how long the Board wants the Project Grant application posted. After a bit of discussion, at K. Morgan's suggestion, the Board agreed to post both the General Operating Support Grant application and the Project Grant application with a closing date of November 30th. Then the Board can review the applications during the December 5th meeting and take their findings to Council in January.

S. Staehle recognized that a General Operating Support application still needs to be created. T. Combs recommended moving forward with the Project Grants application at this time for the Board's review electronically (she will check to make sure that is allowed) and then for the November 7th meeting she would have a clean-up version of the General Operating Support application. She asked the Board for examples of how they would like this application to look so that on November 7th it could be completed and be posted only a few weeks later than the Project Grant application. The Board would then review both Grant applications during their December 5th meeting. The Board stated they were all in agreement with Tara's proposed plan.

K. Morgan reported that she drafted a review form of criteria for when the applications come in. She suggested this be a future agenda item for the next meeting for review. K. Morgan will forward this form to Tara who will distribute to Board.

e. hayden questioned if there could be a conflict of interest if there are people on the board who could be submitting grant applications. S. Staehle advised that anyone on the board submitting a grant application excuse themselves from the voting process.

Item 4 – CITYWIDE – Consideration and possible action to place items on a future agenda.

- General Operating Grant Application
- Review Form

ADJOURNMENT – Motion to e. hayden, 2nd M. Lieu

ATTEST:

Mark Coronado, Director

Community & Recreation Services

CERTIFICATION:

I, Heather Donaldson, Administrative Specialist for the City of Surprise Community and Recreation Services Department, Maricopa County, Arizona, do hereby verify that these are the true and correct minutes of the CRS Board meeting held on August 1, 2011.

Heather Donaldson, Administrative Specialist

POSTED:

TIME:

Linda Stevens, Deputy City Clerk

SPECIAL NOTE: Individuals needing reasonable accommodations, such as large print materials and oral/ ASL interpreters, should contact the Disability Advocate at **623.222.3821** (Voice) or **623.222.3802** (TTY/VP) at least three (3) business days prior to the event so arrangements can be made.